

## **Internship Guide**

An Honors Project (HONRS 499)

by

Devin J. Hilldale

Project Advisor

Sheryl Swingley

A handwritten signature in cursive script that reads "Sheryl Swingley". The signature is written in black ink and is positioned below the printed name.

Ball State University

Muncie, Indiana

May 1993

Date of Graduation - May 1993

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### Purpose of Project

The project I prepared is designed to help journalism students who want to do an internship. The guide contains six sections that I thought would be particularly useful for prospective interns. The sections give helpful tips and advice to students planning to enroll in JOURN 369/569.

The first section stresses the importance and benefits of an internship. Section two is designed to help students search for an internship. The section contains a guide to Career Services' library and a list of available resources which can help the search. The third section displays sample resumes to assist students in preparing a resume. Section four gives advice in portfolio preparation. The fifth section provides tips for living in a big city and getting the most out of a journalism internship. The final section involves internship paperwork. The section gives examples of papers required to gain credit for an internship.

### ACKNOWLEDGEMENTS

I wish to thank Denise Duncan, Curt King, Melissa Green and Jennifer Gallahue for their assistance. I am grateful to Marc Mylott and Eric Davidson for their helpful advice and assistance in the project.

Finally, a special thanks to thank Sheryl Swingley for her patience and guidance in accordance with this project. Without her assistance this project would have been impossible to complete.

# Internship Guide

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## **Why an internship matters**

- views from interns
- internship benefits

# Intern Views

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"**M**y internship this summer was an experience that I will never forget. Not only was it a great learning experience, but it also let me see the real world first-hand before actually going out and getting a job. It gave me some ideas as to what to look for, as well as what I will stay away from when I look for a job."

-Mark Walche, summer '92, advertising sequence

"**N**etworking has to be the single most important part of an internship. It gives you everyday contact with the people who can potentially give you a job. Networking gives a student a chance to rub shoulders with professionals that can help advance his or her career. The networking that I did is probably the most valuable experience that happened in my internship. I have many different names of businesses and business people, so that I can successfully start searching for a job in at least 60 different places."

-David Holt, summer '92, public relations sequence

"**I** suppose the most gratifying aspect of my internship is the friends I have made in LA. They're already helping me in my job search by allowing me to become a part of their network. My network has expanded due to their help, and if all goes as planned, I'll get a job after graduation."

-Devin Hildale, summer '92, public relations sequence

"**I** believe that my experience as an intern was a vital part of my education at Ball State. I can't stress how much being in the actual job market has taught me and how much it reinforces all the knowledge and skills that I have learned in the classroom. I feel that my internship has made me more prepared for my entrance into the journalism job market."

-Joelle Gerardot, summer '92, public relations sequence

"**M**y internship for *The Lima News* has been the most valuable educational experience I have encountered since beginning my study of news-editorial journalism. Though classroom lectures and activities have given me much of the technical know-how necessary to begin work as a journalist in today's world, the experience at *The Lima News* has opened my eyes to the possibilities and improbabilities of my newspaper career in the future."

-Marc Kovac, summer '92, news-editorial sequence

"**D**uring my internship at The Promotion Company, Inc., I learned a lot more about business than I did in four years of college class work. My college studies, undoubtedly, prepared me for the situation, but I strongly recommend an internship to anyone who wishes to get an edge in the business world."

-Andrew Knapp, fall '92, advertising sequence

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# Internship Benefits

## *Establishing a network can pay big dividends*

by Curt King  
NBC, Press Manager, Prime Time Series and Specials

As a working public relations professional and former PRSSA member, I can't emphasize enough the importance of an internship. Completing an internship was one of the smartest things I ever did for my career. In fact, internship experience was a requirement for employment at CNN, where I got my first job after college.

In my current post as press manager of primetime series and specials at NBC, I work regularly with a corps of interns who are an integral part of our organization.

If you are about to interview for an internship or job, no doubt you've studied the basics: develop a professional resume (and portfolio), research the company and position for which you are applying, anticipate the questions you'll be asked, show up on time and dress professionally.

If you select a small company, you'll probably get a lot of valuable hands-on experience. In a large company you may have to do a lot of clerical work, but you'll likely make some important contacts. Either way there are some basic things you can do to really shine and enhance your chances of landing a job.

Strong writing skills are a must in public relations (or any journalism internship), so let your employer know you are eager to write. Volunteer to draft a news release and ask your supervisor to critique it. Compare your release to the final product and learn from the experience.

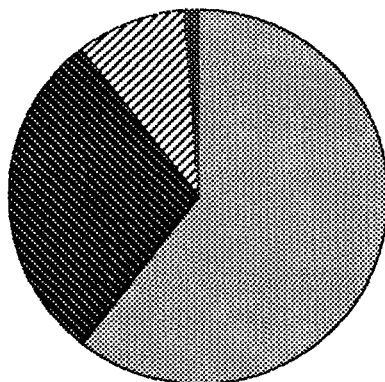
Enthusiasm is also key. Always wear a smile - even when given the not-so-thrilling tasks of making bundles of photocopies or stuffing hundreds of envelopes with promotional items. A smart intern will demonstrate eagerness to do upper-level work - without seeming pushy - and without showing disdain for the mundane tasks that are required.

Following through with assignments is critical. Failure to complete just one project on deadline can limit your chances of getting more quality projects. A mistake due to lack of experience is understandable. Irresponsibility is inexcusable.

Maintaining relationships after the internship is also important. At NBC, there are several media relations professional who once served as interns. Rarely, however, does a job offer coincide with the end of the internship. That's why it's important to keep in touch. Sending a thank you note following the internship, occasionally phoning your supervisor to ask career advice, sending a Christmas card or dropping your updated resume in the mail will help keep you at the front of an executive's mind and increase the likelihood that you'll be remembered if a job becomes available.

Remember, public relations can be rewarding and a great deal of fun, but it is a business in which you must pay your dues. In a time when budgets are slim and everyone seems to be overworked, an intern can be a very welcome addition to the staff. If you seize the opportunity with a positive attitude and are willing to work hard, the results can be terrific.

## Reasons for Interning



networking	60.5%
job experience	28.9%
reconsider major	9.2%
money	1.3%

Source: survey conducted by Devin J. Hilldale, April 1993

N=76 (22 professionals, 54 students)

# *two*

## **Looking for an internship**

- guide to the resource center

Don't forget to check the internship bulletin  
boards in West Quad

# Unearth Your Resources

## *Searching for an internship? Start digging in the right place*

by Devin J. Hilldale, 1993 graduate

Obtaining an internship can be a difficult task, especially if you don't take advantage of available resources. Career Services' "library," Career Resource Center, located in Lucina Hall, Room 220, has many resources to help you in your search.

### **Yellow Section**

This section is located in the Career Resource Center. The yellow section offers a brief hand-out on the available summer employment opportunities (summer internship/co-op). The internships are filed by state for your convenience. Several reference books also are housed in this section.

### **Reference Books**

The Career Resource Center has reference works on how to obtain an internship suitable to your needs. In addition, the center also offers books with listings of available internships for in-state and out-of-state. The books are labeled as such and are located in the lobby of Career Services.

### **Computerized Information Systems**

The databases available to help research companies, conduct a job search and the self-instructed guidance information are accessible through the VAX system on campus. For more information, contact the Career Resource Center.

### **Instructional Videos**

The Career Resource Center has a number of instructional videos available for student use. The videos cover all aspects of internships including interviewing, dining etiquette, dressing professionally, resume writing, etc. The videos may be checked out for home viewing.

#### **Tape# Title**

- |     |   |
|-----|---|
| 401 | <i>Campus Interview</i>   |
| 402 | <i>Do You Know What to Say in an Interview?</i>                           |
| 403 | <i>Dynamic Interview</i>  |
| 404 | <i>Interviewing Techniques Round Table</i>                                |
| 451 | <i>Follow-Up Interview</i>  |
| 452 | <i>On-Campus Interview</i>  |
| 453 | <i>Preparing for the Interview</i>  |
| 551 | <i>Dress for Success – Female</i>   |
| 553 | <i>Avoiding the 10 Most Commonly Made Business Etiquette Faux Pas</i>     |
| 554 | <i>How to Conduct Yourself More Professionally During a Business Meal</i> |
| 601 | <i>Making Contacts: The Power of Networking</i>                           |
| 654 | <i>Resume Writing</i>   |
| 702 | <i>Successful Interviewing</i>  |
| 811 | <i>Self-developed Internships for Liberal Arts Students</i>               |

### **Swipe Handouts**

The handouts are a valuable resource tool to help you get started. The green and gold handouts are particularly helpful for resume writing and interviewing skills.

The green handouts will help you prepare to write a resume. Everything from how to choose resume action words and phrases to writing a cover letter are included in the handouts.

The gold handouts will help you prepare for an interview, assess your strengths, respond to frequently asked interview questions and study successful interviewing techniques. ♦

### **Video Review**

#### *Self-developed Internships for Liberal Arts Students*

This video is perhaps the best informational video available to students seeking an internship.

The purpose of the video is twofold: to give the student an opportunity to learn the process of finding an internship and to give the student the opportunity to develop an internship to increase his essential marketability.

The video outlines how to prepare for an internship through core courses, how to use the telephone to get an informational interview and the advantages of using the student-status to begin networking.

Informational interviewing is an important tool in gaining experience in the interviewing process. The communicational skills necessary to conduct a professional interview and ultimately obtain an internship are highlighted in the video.

The video stresses the value of an internship and the qualities needed to be a successful intern. ♦



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## **Preparing a resume**

- sample resumes

Be sure to get Job Search booklet  
from Career Services

# **KATHLEEN A. STRADLEY**

## **PRESENT ADDRESS**

76 North 8th Avenue  
Beech Grove, IN 46107  
(317) 786-6405

## **PERMANENT ADDRESS**

2318 Blackiston Mill Road  
Clarksville, IN 47129  
(812) 944-9682

## **EDUCATION**

BACHELOR OF ARTS DEGREE IN JOURNALISM AND FRENCH  
Ball State University, Muncie, Indiana  
Graduation Date: May 1993  
Majors: Journalism/public relations, French  
GPA: 3.63/4.0

### **EXCHANGE STUDENT**

Université de Franche-Comté, Besançon, France  
October 1990-July 1991

## **RELATED EXPERIENCE**

LIMITED EDITION, student-run advertising/public relations firm, August 1991-present

- Account Executive for the Delaware County Historical Alliance account
- Account Assistant for the Delaware County Coordinating Council for the Prevention of Alcohol and Other Drug Abuse (DCCC) account
- Account Assistant for the Hospital Hospitality House account

### **INTERNSHIPS**

- Media relations intern at The Indianapolis Project, Inc., Indianapolis, IN, spring semester 1993
- WIPB-TV publicity and promotions assistant, Muncie, IN, fall semester 1992
- Reporter for *The Evening News*, Jeffersonville, IN, summer 1992

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA, August 1991-present

- Co-editor of *Perspectives*, chapter newsletter, fall semester 1992
- Writer and assistant for *Forum*, PRSSA's national newsletter, fall semester 1992
- Bateman Case Study team member, 1992
- Member of the newsletter committee, fall 1991-present

CENTER FOR INTERNATIONAL PROGRAMS, August 1991-May 1992

- Writer and editor of an informational brochure for parents that encourages international study
- Guest speaker in classrooms to describe the benefits of Ball State's international programs

BALL STATE UNIVERSITY INTERNATIONAL FESTIVAL, February-March 1992

- Publicity Committee member

## **COMPUTER SKILLS**

- MacWrite II, PageMaker 4.2, SuperPaint 2.0, FreeHand 2.0, Word Perfect 5.1

## **HONORS AND ACTIVITIES**

- Summa Cum Laude graduate
- Phi Society academic honorary member
- Department of French Outstanding Senior, 1991-92
- Departmental Honors graduate, Department of French
- Pamela Forbes Memorial Scholarship for Journalism recipient, 1992-93
- National Foreign Language Honorary Society member, 1989-present
- Volunteer French tutor, 1989-present
- First place, Department of Journalism layout and design contest, fall 1991
- Third place, Department of Journalism writing contest, fall 1991

# Renee J. Fisher

2512 W. Royerton Road  
Muncie, Indiana 47303  
(317) 284-2245

## Career Objective

To obtain a position that will enable me to utilize my skills in the fields of public relations or political science.

## Education

**Bachelor of Science**  
Ball State University  
Muncie, Indiana  
Majors: Journalism (Public Relations) and Political Science  
GPA: 3.4 on 4.0 scale  
Graduation Date: July 1993

## Job Experience

**Ball State University Computing Services.**  
**Muncie, Indiana. August 1990-present.**

- Completing an internship in the Publications Department assisting in the writing and design of all internal and external publication pieces. January-present.
- Provided student assistance in Examination, Evaluation and Data Entry Office. August 1990-December 1992.

**Limited Edition, student-operated public relations and advertising agency.**  
**Ball State University. September 1991-present.**

- Executive Director. May 1992-present. Responsibilities include overall programming and direction of agency activities. Agency includes approximately 40 staff members and 21 active accounts.
- Account Executive. September 1991-May 1992. Responsibilities included the writing, layout and design of three newsletters for the Center for Economic Education, Ball State University. Created and designed two of the newsletters, *DEEP Communicator* and *Econeus Bits*.

**Estes Park Center, YMCA of the Rockies. Estes Park, Colorado. May-August 1990 (summer job).**

## Related Experience

- Public Relations Student Society of America (PRSSA). Ball State University. January 1992-present.
- Women in Communications, Inc. (WICI). Ball State University. January 1990-present.

## Computer Experience

Four years desktop publishing experience. Proficient on Macintosh (Aldus PageMaker 4.2, MacWrite II, Typestyler and Aldus FreeHand 2.02) and VAX (WordPerfect 5.1).

## Other Activities & Accomplishments

- Golden Key National Honor Society. October 1991-present.
- Alpha Lambda Delta Freshman Honor Society, Publicity Chair. August 1990-May 1991.
- Dean's Honor List (Fall 1989, 1990, 1991 and Spring 1991).

# **William R. York**

812 West Lindweth Place

Muncie, Indiana 47303

(317) 284-2799

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**Objective** An internship position in advertising providing an opportunity to utilize experience and skills and to enhance my knowledge of the advertising industry.

## ***Qualifications***

- ◆ Strong design and layout skills
- ◆ Self-motivated, creative and thorough in completing jobs
- ◆ Able to work well with others and under pressure
- ◆ Fast learner with a wide range of practical skills

## ***Education***

**Bachelor of Science in Advertising**, Graduation date to be confirmed July 1992

**Ball State University**, Muncie, Indiana

Minor: Marketing

GPA in Major: 3.3/4.0

### **Significant Skills**

- ◆ Advertising Media Buying Courses
- ◆ Advance Copy Writing
- ◆ Advance Layout design on PageMaker, QuarkXPress and Aldus FreeHand

## ***Experience***

**Ford Men's Wear**, Muncie, Indiana

**January 1987- present**

### **Assistant Manger**

- ◆ Created advertising for both television and newspaper
- ◆ Coordinated advertisng through media representitives
- ◆ Helped correspond direct mail
- ◆ Worked 30-35 hours to finance education

## ***Organizations***

**American Advertising Federation**: Worked on book design [VISA]; conducted extensive surveys

**Consumer Education Council**: Reviewed television advertising with particular attention to detail

• **References Available Upon Request** •

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## **Preparing a portfolio**

- piecing together a portfolio
- building a portfolio on campus

# Piecing Together a Portfolio

by Hank Nuwer  
Former BSU journalism professor

As a free-lance writer who has published some 300 full-length features in national magazines, I've come to regard my portfolio as a symbol of the work I do. The need it serves in keeping copies of my best work protected is but one function of my portfolio. More importantly, it serves as my oversized key to unlock the closed doors at national magazines who have never heard of me. Like the photographer's tray of transparencies, a writer's portfolio - upon inspection - convinces editors that I can work for their publications.

Before telling you what a portfolio is, let me tell you what it is not. A portfolio is by no means a scrapbook. Hence, students should never buy a scrapbook to paste down precious clippings (commonly known in the business as clips). For one thing, scrapbooks lack protective sheets, allowing clips to become damaged. Clips cannot be slipped out for easy photocopying - a necessity for writers who need to send sample articles to prospective editors.

Therefore, the best portfolio is a sturdy binder containing see-through sheets. Any supply store for engineers, architects and artists should contain a well-stocked array of portfolios. A portfolio with handles is simply easier to carry.

A portfolio is only as good as the work inside it. Even a \$200 leather bound book is useless if it contains only two or three insignificant pieces. If a student wants to have any kind of chance of

eventually breaking into this ultra-competitive field, he or she must publish - and publish often - in both school-sponsored and professional publications. I'm not going to say that good grades are unimportant - that isn't true - but good grades alone won't get anyone free-lance work or a staff job at a national magazine. A student needs clips - preferably a solid dozen or more - by the time college graduation rolls around.

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**A portfolio is only as good as the work inside it. Even a \$200 leather bound book is useless if it contains only two or three insignificant pieces.**

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My advice to high school and college advisers is to urge your best students to publish frequently. Set them up with appointments to write for the local weekly paper or even, in some instances, a bigger established publication.

You might urge students to enter essay contests offered frequently by the likes of the American Legion, Sigma Delta Chi and various other social and professional groups. Such essays teach students to think and make impressive additions to portfolios.

And, of course, convince your students of the need to write for school publications - all of them - and continue that habit once they

enroll in college. All things considered, the student who leaves school with 50 or more published pieces in a portfolio has a tremendous advantage over peers with little or no writing samples to take to an interview.

Here are a few tips that your students who plan to keep a portfolio should know:

- Fasten down your clips with easily removable hinges that are available at any store that sells stamps to collectors. Never glue down clips. Editors frequently wish to make copies of samples that they can read after the writer has left the office. Samples that are glued into a book are difficult to photocopy.

- When a plastic page in their portfolio gets torn or soiled, advise them to replace it. They wouldn't wear scuffed shoes to an interview. (I hope!) Portfolios make strong, silent statements about people's personal habits.

- Insist that they keep a separate set of clippings filed safely away in a drawer. If a portfolio is lost on a plane or damaged in a catastrophe of some sort, a student will save the time and expense needed to replace those valuable clips.

- Insist that all portfolios carry the owner's name and address. If a book is lost or stolen, the student stands a chance of it being returned.

Finally, tell your students to choose portfolios that look impressive to them. If they feel good about their work and how they look, chances are they'll be able to sell both - often. ♦

**This edited version of Hank Nuwer's article was reprinted with permission. The original article appeared in the May-June 1987 issue of J communique.**

# Building a Portfolio On Campus

*Opportunities for journalism  
students to gain experience*

## Paid Positions

### Public Relations

Telemarketing positions with Ball State University  
Foundation

Contact Tom Cox, 285-8369

WIPB-TV

Contact Rena Baldwin-Vogt, 285-1249

Sports Information Office

Contact Joe Hernandez, 285-8242

Summer Orientation

Contact Mark Overton, 285-8390

High School Journalism Workshops

Contact Doug Patchin, 285-8224

Office of Admissions (Visitors' Center)

Contact Susan Flanagan, 285-5683

Computing Services

Contact Pam Stant, 285-8154

UniverCity '94

Contact Becky Amato, 285-2385

### Advertising

Telemarketing positions with Ball State University  
Foundation

Contact Tom Cox, 285-8396

Ball State Daily News

Contact Bob Meeds, 285-8256

(Also look for posters on campus that advertise  
need for telemarketers.)

### News-editorial or public relations

Sports Information Office

Contact Joe Hernandez, 285-8242

Alumni Office

Contact Charlotte Shepperd, 285-1080

## Volunteer Work

"Campus Report Card"

(Don't have to be a TCOM major to work on staff)

Contact Dr. Michael Gerhard, 285-1488

Junior High Journalism Day

Contact Doug Patchin, 285-8224

High School Journalism Day

Contact Doug Patchin, 285-8224

Journalism Multicultural (Minority) Day

Contact Dr. Fred Woodress, 285-8213

Cardinal Corps

Call 285-1396

St.A.R.T. (Student Alumni Relations Team)

Contact Susan Fisher, 285-1080

Applications taken in January

Senior Challenge

Contact Tom Cox, 285-8396

Student Association

Call 285-8320

University Program Board

Call 285-1031

WIPB Telesale (September, October, November)

Call 285-1249

WCRD Radio

Call 285-1467

Daily News (campus newspaper)

Call editor, 285-8249

Orient (campus yearbook)

Call editor, 285-8258

expo (campus magazine)

Call editor, 285-8223

Interfaith Magazine (religious magazine)

Contact Pat Mills, 285-8219

Groundwork (environmental magazine)

English Department

Contact Mark Hamilton, 285-8379

Riverbend (literary publication)

English Department

Contact Dr. Thomas Koontz, 285-8373

Do publicity for campus organizations.

Head up special events for campus organizations.

Serve as an officer in a campus organization. ♦

# *five*

## **Internship tips**

- getting the most out of your internship
- living in a big city



# Internship Tips

## *Getting the most out of your journalism internship*

by M. Denise Duncan, 1993 graduate

**1** Before starting an internship, find out as much as you can about the company or organization you are going to work for. Do your homework. Read any literature the company or organization puts out. Talk to anyone who has interned or worked there. This will help you do a better job once you begin. An employer will appreciate an intern who doesn't have to be educated on the basic background and structure of the work place. It also provides you with a frame of reference and a base knowledge on which you can build.

**2** Share with your supervisor a summary of what you hope to get out of the internship. Set preliminary goals and objectives. Also make sure you know what is expected of you. Let him or her know if there is a particular skill you would like to improve or learn. Also find out what skills you are expected to leave there having. By sharing this information, you and your supervisor know what the other's expectations are and are then better prepared to facilitate them.

**3** Once you are on the job, be open to new ideas and procedures. Learn as much as you can. Ask questions about things you don't understand. The more knowledge you walk away with, the more marketable you will be to a future employer.

**4** Volunteer to do small tasks. Once you prove that you are capable of performing well on a smaller scale, it will probably lead to larger and more interesting projects.

**5** Take your internship as seriously as you would a post-graduation job. Look and act in a professional manner. Take note of and adapt to the atmosphere of the work place.

**6** Keep busy. There is usually someone in your team who can use a helping hand with whatever he or she is working on. By helping others, you initiate interaction with co-workers and are more likely to get help with your own projects when that person is not so busy.

**7** Network whenever possible. You never know who will be able to help you out down the road. Maybe someone who is working right down the hall today may be in a position to give you a job tip or put in a good word for you tomorrow. Be sure to get business cards of those you come in contact with outside of the company. It is especially important to meet VIPs whenever you can. Take the initiative to say "Hello" in passing or introduce yourself.

**8** Attend any social functions you are invited to. Co-workers may invite you to lunch or dinner. This presents a comfortable setting to get to know them on a more personal level. Some companies have coed sports teams and welcome anyone who is willing to play. Holiday celebrations present other opportunities to meet new people and learn more about those you have already met.

**9** If you are evaluated periodically, use the evaluations as a tool to aid you in your work. Try to improve your weaker points and ask your supervisor to explain any unclear feedback and make suggestions on how you can do a better job.

**10** Interact directly with your supervisor as much as you can. He or she is probably a seasoned professional in the area you wish to pursue. This person can be a wealth of knowledge. Ask for guidance and advice. Who knows, by the end of your internship, he or she may be coming to you for advice and seeking your opinions.

**11** Get as many portfolio pieces as you can. After all you are there to gain practical experience that will eventually allow you to better market yourself to potential employers. You should have something to show for your time and effort.

**12** If possible, be available to train your successor. This saves your supervisor time and is usually welcomed. Also, you are more likely than your employer to have a perspective closer to that of your replacement and be able to better answer his or her questions. ♦

# Life in the Big City

by Devin J. Hilldale, 1993 graduate

Obtaining a suitable internship can be a difficult and frustrating task so brace yourself. Once you find that "perfect" internship, more taxing problems might arise. This scenario will be particularly true if you accept an internship position in a large city.

During the spring '92 semester I applied to 23 companies for an internship position, all of which were located in cities with no fewer than five million people. Some of the companies that headed my list were Paramount Pictures, Hanna-Barbera Productions, Walt Disney Productions, Tri-Star Pictures and Warner Bros.

The companies' internship policies (no out-of-state applicants) and their demand for interns quickly eliminated me from contention from all but one. I was granted a phone interview from NBC in Burbank, Calif., and after talking to the internship coordinator, I received a position for the summer. I finally had an internship, but the "real work" was just beginning. Problems arose before the end of the semester that seemed colossal but were actually small compared to the those I would encounter in Los Angeles during the summer.

I have compiled a "survival guide" for journalism students who plan to intern in a large city. The guide contains helpful tips that I hope will prevent stress. The guide doesn't include how to handle riots, earthquakes or evacuation proceedings due to brush fires, because I don't have stress reducing tips. You're on your own to deal with stress.

## "Survival Guide"

**Money...**Before you embark on your great pilgrimage, make sure you have an adequate supply of money. The cost of gas when traveling across the country in a V-6 powered automobile becomes expensive. In addition, if you plan to drive to work once you've reached your destination, plan on spending a lot of money. It is best if you can find someone at work, perhaps another intern, to car pool with to save money.

The cost of living in a large city is expensive compared to Muncie. Rent payments are expensive for a single person to afford, so try to find a roommate. I suggest asking the company's intern coordinator's advice for finding housing if it is not provided. Your eating habits won't be altered too much because Ramen Noodles and Kraft Macaroni & Cheese are the same price, so money spent on groceries is comparable.

Although eligibility for a Stafford Loan is limited to full-time students, a Stafford Loan can be obtained with help from the journalism internship coordinator. For more details, contact the journalism internship coordinator.

**City Maps...**If you don't already have an extensive city map, plan on purchasing one. I suggest buying a *Thomas Guide*, an excellent resource book to help you find your way around the city. Some internships require you to attend special dinners, company parties, make deliveries, etc.; therefore, a good city map will prove helpful.

**Public Transportation...**Make sure you know the bus and subway schedule for your area. Public transportation is a cheaper alternative to driving, and might be necessary in case of car trouble.

**Housing...**Try to have housing arrangements before reaching the city. Finding an apartment with a monthly lease is virtually impossible. Ask your company's intern coordinator for suggestions concerning housing if it is not provided. Be cautious when accepting an internship that doesn't offer housing if you don't have prior arrangements. Believe me, sleeping in your car isn't comfortable.

**Traffic...**There is no penalty for showing up early to work. However, being late can prove costly. The morning traffic can become congested, causing a delay in your commute. Give yourself ample time to get to work.

**Internship Coordinator...**Make sure you send all of your weekly time reports in on time. Make sure you know where the nearest post office is located so your reports can be mailed. Stay in touch with the internship coordinator, as she may be able to help you resolve problems that you are having.

Although a large city can pose some problems during your internship, the city also has many advantages. Virtually everything is right in your backyard - theaters, ballparks, restaurants, shopping malls, etc.

The conveniences of a large city definitely outweigh the inconveniences, and the inconveniences can sometimes be avoided with careful planning. ♦

# *six*

## **Internship paperwork**

- internship guidelines
- goals summary papers
- final assessment papers
- enrollment form
- time report
- supervisor evaluation form
- student evaluation form
- list of recent students and recent internships

# Journalism Internship Guidelines

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All students graduating with a major in journalism must complete a paid internship (JOURN 369) or a practicum (JOURN 375/469) before they graduate. Graduate students can take a paid internship (JOURN 569) as an elective if they don't have credit for one as an undergraduate. Internships and practicums are designed to give students practical work experience in journalism.

The student is responsible for obtaining a paid internship. The Journalism Department's internship coordinator will assist students whenever possible in locating a paid internship. The graduate assistant working with the internship coordinator will publish an internship newsletter and maintain up-to-date postings on departmental bulletin boards.

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## Responsibilities of the employer

- The intern must gain experience related to his/her academic career. The Department of Journalism does not grant internship credit for routine clerical work or work which is unrelated to the student's major area of study.
- The intern must be supervised and trained by a professional of the organization sponsoring the internship program. The professional (supervisor) must also evaluate the intern's performance twice during the internship.
- The intern must receive minimum wage. Those students who receive less than minimum wage will enroll in a "permission only" section of practicum.
- The intern must work at least 20 hours per week for a minimum of 10 weeks during the academic term he/she is enrolled.

## Responsibilities of the intern

- The intern must meet with the Journalism Department's internship coordinator prior to the internship to determine if it qualifies for credit.
- The intern must have permission from the internship coordinator to enroll.
- The intern will be required to enroll in JOURN 369 or JOURN 569 to receive three hours of academic credit for the internship experience. After successful completion of the internship program, the undergraduate student will receive a "CR" or credit on his/her transcript. The graduate student will receive a grade.
- If an incomplete (I) grade is granted at the conclusion of the internship, the student is responsible for completing all requirements which will resolve the incomplete.

## JOURN 369/569 course requirements

The intern must complete the following items and submit them to the internship coordinator:

- Submit an internship enrollment form. This form must be signed by the intern and the employer.\* It also must be on file with the internship coordinator before permission will be given to enroll in JOURN 369/569.\*
- Submit a resume and photograph.\*\*
- Submit a two-page goals summary for the internship. This goals summary should include a job description and the goals the intern has set for himself/herself during the internship.\*\*
- Complete and submit weekly time reports which summarize daily activities. Work samples should be included with time reports. The internship coordinator should receive reports by Tuesday or Wednesday for the week prior. Reports may be mailed, hand-delivered or faxed (usually only in an emergency or during finals week).
- Provide supervisor with forms to evaluate work twice during the academic term.
- Submit a three-page assessment of the experience at the end of the internship. This should include a critique of the internship program and the work experience. Use a copy of the goals summary submitted at the beginning of the internship when critiquing the internship.\*
- Complete a student internship evaluation form at the conclusion of the internship.

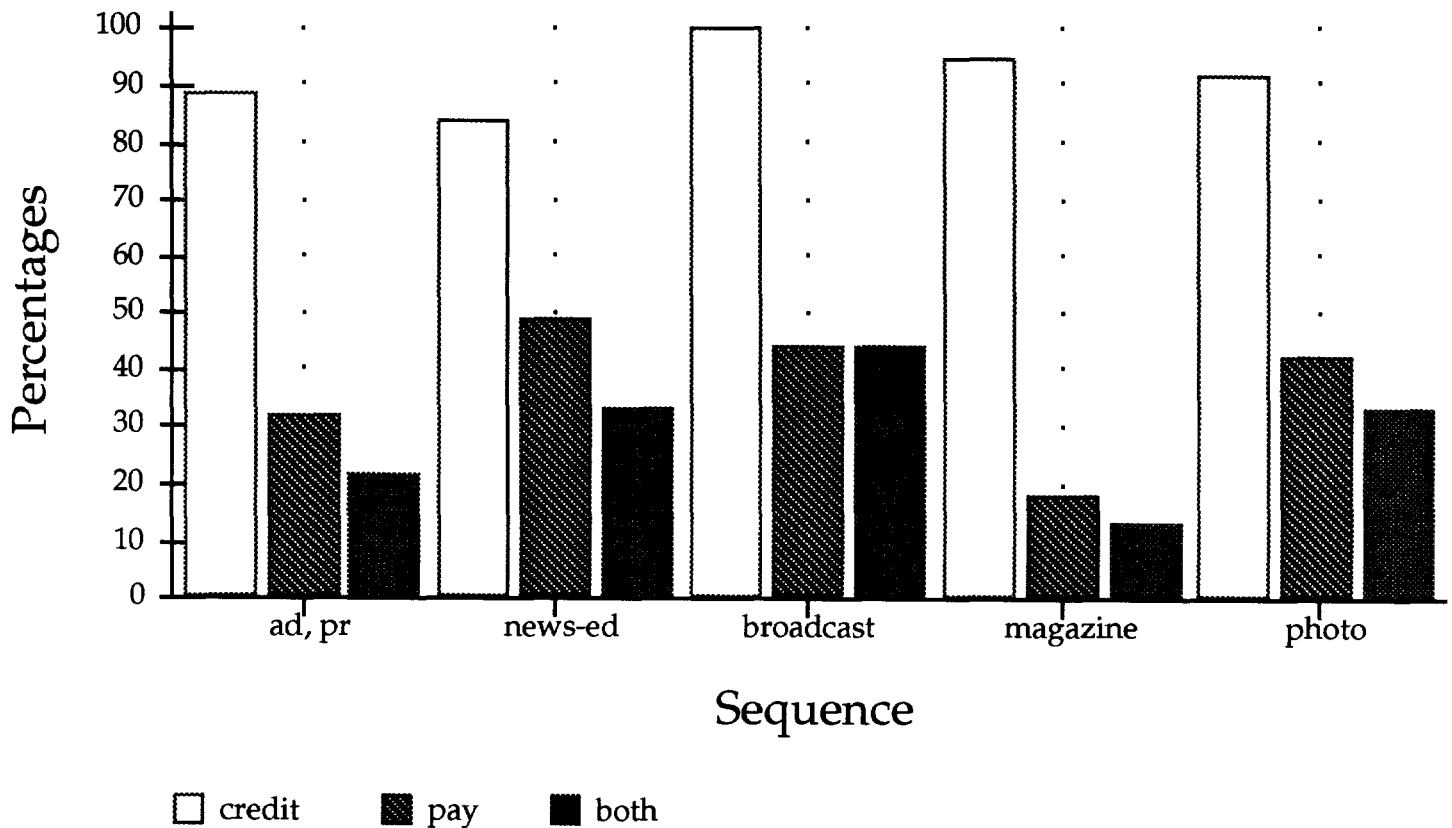
\*Must be typed.

\*\*Must be typed and due at end of first week of internship.

# Internship Assessment

## Journalism Interns for Credit and Pay

1985-92



Source: research conducted by Robert R. Basow and Mark V. Byrne, *Journalism Educator*, winter 1993, pp. 48-54

# Goals Summary Papers

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*Having trouble writing your paper?  
The following examples should help you get started*

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## Goals Summary

by Jennifer Gallahue

Intern at the United States Olympic Training Center, spring 1993

### Job Description

As an intern at the United States Olympic Training Center, I will receive experience in several areas, including developing programs; curriculum review, analysis, editing, revision and rewriting; developing a directory; and various other projects.

Program development involves reviewing the mission statement and goals for the United States Olympic Committee education programs. After extensive review and discussion of the Mission Statement and goals, I will begin "brainstorming" and developing (from scratch) programs to attain the specified goals. I will then put the programs I created in an outline and present it to my supervisor, Dr. Thomas Crawford.

I will be reviewing "Olympic day in the Schools" and "Higher, Faster, Stronger" - two curriculums used at the USOC and American schools. My critical analysis of the curriculum will be turned in to my supervisor for his approval. After his review, I will edit, revise and rewrite the curriculums. This project will be reviewed by my supervisor and reprinted.

My last assignment involves creating a directory for the coaching education programs at the USOC. Creating and writing the directory involves interviewing and talking with the National Governing Bodies' coaches and administrators at the USOC. The NGB is an organization which has a membership open to all athletes in its country and are responsible for approving or sanctioning competitions open to all athletes. There are 41 NGBs and 35 at the USOC, including gymnastics, cycling, swimming, volleyball, wrestling, judo, shooting and water polo. The directory will be published for all the Colorado Springs' NGBs to use as a resource for information on coaching education, pertinent phone numbers and much more.

My internship also involves a variety of other jobs. Today I edited and "dressed up" a letter for a prestigious athlete award and redesigned the nomination form. I'm also assigned along with another intern in the office to write an article on how athletes should deal with the media. My supervisor emphasized that I will be getting a lot of experiences in various areas: writing, editing, public relations, letter writing, faxing, etc.

### My Goals

My general goal is to do the best work I possibly can and take advantage of any opportunity to broaden my abilities. Overall, I want to get as many articles as I can published, develop a sense of confidence for the "real world," take on any challenges I can, network and meet people for contacts for a job and have an enlightening and motivating internship.

*Continued on next page*

# *Goals summary papers, cont.*

## Goals Summary

by Melissa M. Green

Intern for Held & Diedrich Design, spring 1993

### **Job Description**

The full-time internship position at Held & Diedrich Design is an assistant to Angela Smith, account executive. The learning experience will include a major emphasis on gaining new business for the firm through cold calling and developing potential client lists. The intern will also participate in sales meetings within the firm and assist with client meetings and presentations outside the firm. In addition, the intern will assist with media calculation for projects.

### **Goal Description**

Held & Diedrich Design is a small advertising and communications firm that, despite its size, will be a greatly advantageous learning environment. In addition, the firm is not the average advertising agency in that its work is more marketing and design-oriented rather than the traditional larger agency that deals with advertising campaigns in the strictest sense for print and broadcast. Held & Diedrich also handles its clients' needs for complete communications plans, corporate identity, direct mail and more. In fact, the firm is not as experienced with in-depth media planning but is very in-depth design. Because of these characteristics of Held & Diedrich Design, I believe I will gain a perspective into an advertising agency that stands out from the crowd, fills its niche well and is on the move. I also believe that working environment of the firm will be more conducive to an internship because of individual attention and greater responsibility than that given by another company.

The following goals are attainable through the internship at Held & Diedrich Design:

- 1) To take an inside and personal look at the account executive position in a small advertising agency.
  - 2) To examine the entire campaign process from cold calling to client meetings to design, production and execution.
  - 3) To gain valuable tips and advice on dealing with objections, problems and successes with clients.
  - 4) To build up resume and portfolio.
  - 5) To network in Indianapolis and familiarize myself with Indiana-based media and business.
  - 6) To gain personal growth and adaptation to a full-time out-of-school job and lifestyle.
  - 7) To improve and increase my communications, marketing and advertising skills and my knowledge.
  - 8) To store an enjoyable experience in memory. ♦
-

# Final Assessment Papers

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## Final Assessment

by Jennifer Gallahue

Intern at the United States Olympic Training Center, spring 1993

The past four months working as an intern for the United States Olympic Committee has been both a challenging and rewarding experience.

Above all, creating, writing and revising Olympic Day In the Schools enabled me to explore the depths of my creative talent. I found I am quite a creative and innovative person, which gives me the edge when it involves curriculum writing. Also, working with Dr. Crawford and seeing his creative endeavors has further reinforced my desire to tap into my valuable resource of creativity. In fact, the very first day I had a meeting with him, he mentioned that creativity was one of the most important assets to keep alive in a job. Thus the creative "juices" did flow throughout my internship, in Olympic Day In the Schools, USOC Kid's Tour, 1993 Grand Opening Celebration field trip (mini-curriculum and special event planning), Olympic Coach article and a variety of graphics and educational consultation at the Training Center.

Below, I have summarized where I currently stand with the projects mentioned above. Please take into consideration I still have one more month to complete these projects.

Olympic Day In the Schools - a nationally disseminated Olympic curriculum for elementary and middle school teachers to use in the classroom.

- created, edited, designed the entire curriculum
- researched various topics
- have completed four of the seven chapters/an appendix, resource guide and a sport directory is also included
- McDonald's is a prospective sponsor

USOC Kid's Tour - this tour provides a unique opportunity for elementary and middle school children to learn more about the Olympic Training Center and the Olympics.

- created, designed and implemented the entire tour
- developed five activities related to the Olympics
- designed a "Just For Kids Fun Book," which is in the stages of getting professionally produced (color)
- rewriting the official tour guide script into language children will understand

1993 Grand Opening Celebration - this is a two-day special event local middle schools are invited to attend, which will be the kickoff celebration for the training centers' new facilities.

- developed a mini-curriculum packet to send to teachers prior to the event

*Continued on next page*



## *Final assessment papers, cont.*

- helped plan and implement the schedule of events
- consulted with the program director about educational activities

Olympic Coach - a quarterly national coaching newsletter.

- wrote an article on Cathy Kasey, U.S. Olympic figure skating coach
- edited
- took photographs (three appear in the newsletter)

Other - this includes volunteer work, graphics, presentation aides, etc.

- developed various overheads with graphics to illustrate ideas
- took photographs at the Native American Sports Council Conference and the High Performance Summit
- developed a slide show using Harvard Graphics
- edited various articles for "Olympic Coach"
- did various educational consultation

Overall, this internship has been an extraordinary learning experience that will prove valuable to me in the future. I'm confident this will open up doors for me in my quest to find a job in the education field.

also, I would like to thank you for all the time and effort you put into this intern program. It is surprising how many interns here (out of 30) don't have any correspondence with their coordinator. I think this is very unfortunate. By recording journals, writing papers, giving and receiving evaluations and keeping in contact with your coordinator, these things enable the intern and coordinator to constantly organize and evaluate his or her goals and job expectations.

I will be glad to talk with any students who are interested in applying for an internship at the Olympic Training Center. I wish you success with your "batch" of interns next semester.

Thanks again.

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*Continued on next page*

## *Final assessment papers, cont.*

### Final Assessment

by Melissa Green

Intern at Held & Diedrich Design, spring 1993

I achieved most of my goals in the account service internship with Held & Diedrich Design. I also gained a substantial amount of knowledge about the advertising industry and agency environment. I believe working in a small agency was the best choice because I was able to be included in every department, whereas in a larger agency I would surely have been limited to one area.

Held & Diedrich was a pleasing choice because each employee was a contributor to my educational experience and also easy to work with. The office environment was lighthearted and fun, but also dedicated and challenging. It will be interesting to see how the group evolves in the future as they are currently in an exciting process of change.

### Goals

One of the most significant parts of this internship to my career development was following an account through the agency process. I found myself contrasting this process to the similar one in newspaper advertising. What a multitude of differences! Acquiring a new client for an agency is more involved and difficult than acquiring one for a newspaper, primarily because an agency offers more services to be considered and more behind-the-scenes costs are involved. One similarity between the two, which was not surprising to me, was the importance that money holds upon gaining new clients and projects. The length of time it takes to move a project from estimates to final production can range anywhere from two weeks (which is rare) to two years. That took some getting accustomed to.

Learning the Account Executive position in an agency was also extremely valuable to my internship. Angela served as a capable role model. I learned from her that the following qualities are essential for success in account service: perseverance and determination, patience and motivation, time management skills, effective and open communication between the client and the agency and inside the agency, creativity in proposals and solutions, teamwork oriented and goal-oriented. I was able to observe Angela on the road and in first, second and additional meetings with clients. I was involved in idea generation, proposal writing, correspondence, proofing, presentation, meeting with vendors and much more.

A large part of my job was new business marketing, which involved cold calling for prospects. Once I felt comfortable in knowing exactly what Held & Diedrich could offer to clients, I became more effective on the phone. Through this method, I set up four appointments. Although I was not able to follow one of these accounts through the entire process, I did see some start, and since I will be with Held & Diedrich for two more months, I hope to eventually achieve this goal fully. I have observed that a complete marketing plan is more effective for the client than sporadic, surface marketing.

I was able to familiarize myself with Indiana-based media, primarily the print vehicles of the Indianapolis Star and News, the Indiana Business Journal, Indiana Business and Indianapolis CEO. I also learned more

*Continued on next page*

## ***Final assessment papers, cont.***

about Indianapolis businesses, especially health care, which will be helpful if I stay in the Indianapolis area.

I improved my marketing and advertising skills greatly, although there is always a need and willingness for constant learning. I learned to create marketing proposals; to cold call and gain appointments; to present an agency's portfolio and capabilities; to keep accurate records and stay on top of communication with clients. I would have liked to increase my knowledge concerning media, but Held & Diedrich does not frequently recommend that avenue.

Just a couple of interesting items I noted: Large agencies make the bulk of their revenue from media placement. Often, creativity from a lesser known group can win over the "same old, same old" from a well-known group. Competition is fierce. That's not a revelation. A sense of humor is a must.

The goals I achieved outside of Held & Diedrich were valuable to my personal growth. I found my own housing in Indianapolis, learned my way around the city, structured my social life and effectively handled a full-time job in the "real world."

### **Projects**

I headed several projects for Held & Diedrich. Through these projects I learned management and communication skills.

I sent an information letter and samples to all hospitals in Indiana with significant anniversaries coming up, and pitched our Anniversary Edition to them. I followed with phone calls to gauge interest and set appointments. From this effort, we gained two clients and I kept records on who to contact in the future.

I created and sent an evaluation to past and present clients of Held & Diedrich for their comments on the agency's work and capabilities. This information will be used to write case histories for the redesign of Held & Diedrich's capabilities kit.

I also targeted Indiana sports organizations in my cold calling and gained one appointment from that effort. Other projects included writing proposals for Estes Design & Manufacturing, Blackford County Hospital and Good Samaritan Hospital. I gained a limited amount of media experience through work on the Estes proposal. I plotted a sales spreadsheet for the account staff which has helped in planning revenue goals.

### **Future**

I will work for Held & Diedrich through June. During that time, I plan to finish the projects I have started. I hope to see the new Held & Diedrich capabilities kit completed. I also would like to learn more about the production side of an agency and gain knowledge about working with vendors, estimates, paper and printing.

I want to find an account management position, or at least an entry level position, in an agency outside of the Midwest, preferably in a larger city on the East Coast. ♦

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# Journalism Internship

## ENROLLMENT FORM

Complete this form and return it to the journalism internship coordinator. If necessary, mail this form to:  
Internship Coordinator, Department of Journalism, Ball State University, Muncie, IN 47306-0485

Internship starting date: \_\_\_\_\_ Ending date: \_\_\_\_\_

Enrollment term (circle one): Fall Spring Summer Do you graduate at end of internship? \_\_\_\_ Yes \_\_\_\_ No

Name: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Campus phone number: \_\_\_\_\_

Campus address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Address during internship: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone number during internship: \_\_\_\_\_

Organization sponsoring internship: \_\_\_\_\_

Department: \_\_\_\_\_

Supervisor: \_\_\_\_\_

Work address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Work phone number: \_\_\_\_\_ Rate of pay: \_\_\_\_\_

Typical work schedule: \_\_\_\_\_

Each intern is responsible for submitting weekly time reports which include work samples. The intern will also be required to complete supplemental assignments outlined by the department's internship coordinator.

Intern's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Employer's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Coordinator's signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Hometown Media**

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

\_\_\_\_\_

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

\_\_\_\_\_

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

\_\_\_\_\_

I \_\_\_\_give \_\_\_\_do not give the Journalism Department permission to send a news release about my internship to the newspaper(s) noted.

# Journalism Internship

## TIME REPORT

Complete this report and return it to the journalism internship coordinator.  
Include work samples whenever possible.

Name: \_\_\_\_\_

Time report for week: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

**Monday**

Date: \_\_\_\_\_

**Tuesday**

Date: \_\_\_\_\_

**Wednesday**

Date: \_\_\_\_\_

**Thursday**

Date: \_\_\_\_\_

**Friday**

Date: \_\_\_\_\_

**Saturday/Sunday**

Date: \_\_\_\_\_

Total hours worked: \_\_\_\_\_

CONTINUE REPORT ON REVERSE SIDE IF NECESSARY.

# Journalism Internship

## SUPERVISOR'S EVALUATION

Complete this form and return it to the journalism internship coordinator. If necessary, mail this form to:  
Internship Coordinator, Department of Journalism, Ball State University, Muncie, IN 47306-0485

Due date of evaluation    1       2       : \_\_\_\_\_

Name of student: \_\_\_\_\_

Organization sponsoring internship: \_\_\_\_\_

Two evaluations are required for each intern. Evaluations should be completed at regular intervals during the internships. Please duplicate this form for each additional individual supervising the intern.

*For each of the following statements, circle your answer where 5=strongly agree, 4=agree, 3=undecided, 2=disagree and 1=strongly disagree. Circle NA if the intern has not had opportunities to demonstrate these abilities.*

I am satisfied with the intern's ...	SA	A	U	D	SD	NA
a. level of accuracy	5	4	3	2	1	0
b. basic photo skills (if applicable)	5	4	3	2	1	0
c. level of creativity	5	4	3	2	1	0
d. ability to work independently	5	4	3	2	1	0
e. ability to write clearly and concisely	5	4	3	2	1	0
f. ability to spot and correct mistakes	5	4	3	2	1	0
I am satisfied with the intern's ...	SA	A	U	D	SD	NA
g. ability to apply grammar and punctuation rules	5	4	3	2	1	0
h. initiative	5	4	3	2	1	0
i. organizational skills	5	4	3	2	1	0
j. ability to meet deadlines	5	4	3	2	1	0
k. ability to work with others	5	4	3	2	1	0
l. work attitude	5	4	3	2	1	0
m. promptness	5	4	3	2	1	0
I am satisfied with the intern's ...	SA	A	U	D	SD	NA
n. level of courtesy to others	5	4	3	2	1	0
o. personal appearance as it relates to job requirements	5	4	3	2	1	0
p. ability to cooperate with others	5	4	3	2	1	0
q. positive self-image	5	4	3	2	1	0
r. ability to adapt to rules and policies of this organization	5	4	3	2	1	0
s. ability to resolve problems and conflicts	5	4	3	2	1	0

*Please complete the items on the reverse side of this evaluation.*

*In your opinion, in which areas could the intern improve?*

*If you had a position open, would you consider hiring the intern as a permanent employee? \_\_\_\_Yes \_\_\_\_No  
(Why or why not?)*

*Based on this intern's current performance, would you consider employing another Ball State journalism intern? \_\_\_\_Yes \_\_\_\_No (Why or why not?)*

*Other comments about intern's overall performance?*

Thank you for taking time to complete this evaluation. The intern will be able to examine this evaluation at the conclusion of the internship.

Supervisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail report to: Internship Coordinator  
Department of Journalism  
Ball State University  
Muncie, IN 47306-0485  
(317) 285-8200



# Journalism Internship

## STUDENT EVALUATION

Complete this form and return it to the journalism internship coordinator. If necessary, mail this form to:  
Internship Coordinator, Department of Journalism, Ball State University, Muncie, IN 47306-0485

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete this evaluation of the journalism internship program. Responses from this evaluation will not be used in determining a *Credit* or *No Credit* notation for this course.

For each of the following statements, circle your answer where 5=strongly agree, 4=agree, 3=undecided, 2=disagree, and 1=strongly disagree.

I am satisfied with the ...	SA	A	U	D	SD
a. amount of information available regarding internship opportunities	5	4	3	2	1
b. reporting requirements for the internship program	5	4	3	2	1
c. level of support demonstrated by the internship coordinator	5	4	3	2	1
d. manner in which supplemental assignments relate to internship goals	5	4	3	2	1
e. amount of time required to complete time reports	5	4	3	2	1
f. availability of the internship coordinator in discussing requirements	5	4	3	2	1
I am satisfied with the ...	SA	A	U	D	SD
g. amount of practical work experience gained during the internship	5	4	3	2	1
h. level of support demonstrated by my supervisor	5	4	3	2	1
i. amount of feedback I've received from my supervisor	5	4	3	2	1
j. amount of work required by my supervisor	5	4	3	2	1
k. opportunity to apply what I've learned in the classroom	5	4	3	2	1
l. educational preparation I received prior to the internship	5	4	3	2	1
I am satisfied with the ...	SA	A	U	D	SD
m. manner in which I performed as an intern	5	4	3	2	1
n. amount of time required to complete internship objectives	5	4	3	2	1
o. level of compensation received during the internship	5	4	3	2	1
p. amount of information available through BSU's Career Services	5	4	3	2	1
q. manner in which the internship has prepared me for my career	5	4	3	2	1
r. overall quality of the internship program	5	4	3	2	1

Please explain any statement with which you disagreed or strongly disagreed. Please use the back of this form if necessary.

# 1992-93 Journalsim Interns

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## summer 1992

Karen Anderson  
Jennifer Ball  
Chris Baron  
Sherri Beaty  
Wendi Blackburn  
Julie Boulware  
Robert Butler  
Autumn Carr  
Randy Craig  
Christina Cruetz  
Dave Doelling  
Denise Duncan  
Whitney Ertel  
Kevin Feldman  
Molly Flick  
Donna Frederick  
Dennis Gaddis  
Joe Gellert  
Joelle Gerardot  
Regina Haussin  
Devin Hilldale  
David Holt  
Elizabeth Horn  
Deborah Kinghorn  
Jeff Kivett  
Marc Kovac  
Michelle Latourelle\*  
Michelle Lee  
Deborah Lefevere  
Erin Lomond  
Dave Mace  
Amy Marshall  
Stacey Meier  
Jamie Meighan  
Tony Meredith  
Amy Mowery  
Joe Nealon  
Jennifer Orr  
Maria Petrotta  
Sonya Popp  
Terry Purinton

St. Vincent Hospitals and Health Services  
Cincinnati Ballet, Cincinnati  
CompuLits, Carmel  
Kiwanis International, Indianapolis  
Grissom Air Force Base, Peru  
Community Hospitals Indianapolis, Indianapolis  
Butler Hyundai-Suzuki, Indianapolis  
Northwood Veterinary Hospital, Anderson  
Do-It-Yourself Retailing magazine, Indianapolis  
Worldwide Challenge, Campus Crusade for Christ, Orlando, Fla.  
The Vidette-Messenger, Valparaiso  
Kiwanis International, Indianapolis  
Rick Warner & Associates, Inc., Covington, Ky.  
Ferguson Advertising, Inc., Fort Wayne  
The Saturday Evening Post, Indianapolis  
Indiana Baptist, Indianapolis  
Ivy Tech, Muncie  
WSJV-TV, Elkhart  
Stuart Company, Inc., Fort Wayne  
St. Francis Hospital, Beech Grove  
NBC, Entertainment Division, Los Angeles  
National Art Museum of Sport, Indianapolis  
The Rochester Sentinel, Rochester  
AAA Hosier Motor Club, Indianapolis  
RAC Entertainment  
Lima News, Lima, Ohio  
WBST-FM, Ball State University, Muncie  
Community Hospital of Anderson & Madison County  
WNDU-TV, South Bend  
St. Rita School for the Deaf, Cincinnati  
Mace Food Stores, Inc., Pendleton  
Anderson Herald-Bulletin, Anderson  
Sunshine Promotions, Fishers  
The Jackson Laboratory, Bar Harbor, Maine  
Caldwell VanRiper, Inc., Indianapolis  
Inland Press Association, Park Ridge, Ill.  
Digital Equipment Corp., Marlboro, Mass.  
The Eye Institute of Indiana, Indianapolis  
Indianapolis Zoo  
Coldwell Banker Real Estate Group, Chicago  
WMEE/WQHK Radio, Fort Wayne Newspapers, Fort Wayne

*Continued on next page*

## *List of interns, cont.*

Jason Richards	Saint John's Medical Center, Anderson
Michael Ruggiero	West Gate International, Trevoise, Penn.
Shelly Swager	Bonsib Inc., Fort Wayne
Robyn Templett	Design Design Communications, Inc., Chicago
Mark Walchle	Bendinger and Davis, Chicago
Darlene Williams	Bonsib Inc., Fort Wayne
Steve Wilson	American Society of Magazine Editors, Boating magazine, New York City
Christi Zerth	DGS Group, Indianapolis

### **fall 1992**

Stephanie Andres	Jewish Hospital HealthCare Services, Louisville, Ky.
Eric Beckhusen	Community Health Center of Branch County, Coldwater, Mich.
David Clark	St. Vincent Hospital and Health Services, Indianapolis
Lisa Desrochers	Pearson, Crahan & Fletcher Group, Inc., Indianapolis
Caroline Hamilton	"Entertainment Tonight," Los Angeles
Robert Kedelis	McWhirter & Pease, Inc., Chesterton
Jeff Koszut	Wiersma Company Events Consulting, Indianapolis
Andrew Knapp	The Promotion Company, Inc., Indianapolis
Daniel Lee*	U.S. Table Tennis Association, U.S. Olympic Complex, Colorado Springs, Colo.
Michael Nash	Office of Admissions, Ball State University, Muncie
Kelly Oliver	Kiwanis International, Indianapolis
Shaeney Pigman	Accelerated Development, Inc. Publishers, Muncie
Denise Shepard	Sigma Kappa National Headquarters, Indianapolis
Soon-Ching Tan*	KFC Holdings, Kuala Lumpur, Malaysia
Scott Verel	Tatham RSCCT, Chicago

### **spring 1993**

Tracy Ball	WLBC Radio, Muncie
Todd Baker	Ball State Daily News, Muncie
Kristin Byerly	Patterson/Thomas, Indianapolis
Dianna Chaney	Anderson Herald-Bulletin, Anderson
Renee Fisher	Computing Services, Robert Bell Building, Muncie
Jennifer Gallahue	Olympic Training Center, Colorado Springs, Colo.
Regina Godsey	Ball State Daily News, Muncie
Melissa Green	Held & Diedrich Design, Indianapolis
David Hastings	Garden View North Apartments, Fort Wayne
Bart Medlock	Payless Supermarkets, Inc., Anderson
Shirley Newton	WIPB-TV, Muncie
Deborah Rough	Buschmann Carr & Shanks, Indianapolis
Tara Schue	St. Francis Hospital, Beech Grove
Molly Spake	Trinity United Methodist Community Outreach Program, Muncie
Kathleen Stradley	The Indianapolis Project, Indianapolis
John Volpert	Three and Associates, Creative, Montclair, N.J.
Deborah Williamson	Printsly Creations, Carmel

\* graduate student

## Bibliography

Basow, Robert R., and Mark V. Byrne. "Journalism Interns for Credit and Pay."  
Journalism Educator. winter 1993: 48-54.

Nuwer, Hank. "Portfolio Presentations." I communique. March/April 1991: 6-7, 12.